



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

ROTHMAN, *et al.*

Serial Number: 09/988,291

Filed: November 19, 2001

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

) Attorney Docket No. 47004.000180

) Examiner: G. Akers

) Group Art Unit: 2761

) Confirmation No. 8456

HP
DP
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**AMENDMENT AND RESPONSE TO NOTICE OF
NON-COMPLIANT AMENDMENT**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the **Office Action mailed on May 2, 2003** and the **Notice of Non-Compliant Amendment mailed October 22, 2003**, in the above-referenced patent application, Applicants submit the following amendments and remarks.

REMARKS

The Office Action mailed May 2, 2003, has been carefully reviewed.

Amendments to the claims begin on page 2.

Remarks begin on page 10.

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